Kansas City Streetcar Authority
KC Streetcar Sponsorship Program
Request for Proposal

December 21, 2015

The Kansas City Streetcar Authority (KCSA) is issuing this Request for Proposal (RFP) to firms, organizations, companies or individuals (Proposers) interested in sponsoring a KC Streetcar Stop or KC Streetcar Vehicle. The Proposer will work in partnership with KCSA in developing a Streetcar Sponsorship Agreement that is mutually beneficial to all parties.

Background

The KC Streetcar starter line runs northbound and southbound for approximately 2.2 miles through the heart of downtown Kansas City, Missouri. The route is primarily on Main Street from Union Station/Crown Center to the River Market area. It also includes the following streets in the River Market area:

- 3rd Street from Delaware to Grand
- 5th Street from Delaware to Grand
- Grand from 3rd to 5th Streets
- Delaware from 3rd to Independence Avenue

The KC Streetcar has 16 stops along the downtown route, 13 of which have shelters, markers and Smart City digital kiosks. Three of the streetcar stops connect with the RideKC buses. These locations are at Union Station, Crossroads, and 3rd and Grand. There is no fare to ride the KC Streetcar. The streetcar vehicles are climate controlled and have a maximum capacity of 150 riders per vehicle. There are a total of four KC Streetcar vehicles that are bicycle, wheelchair and stroller-friendly and all stops offer level boarding.

It is currently projected that the KC Streetcar will carry 27,000 riders per day and operate seven days a week. The specific hours of operation for the KC Streetcar are:

- Monday-Thursday: 6:00 am – Midnight
- Friday: 6:00 am – 2:00 am
- Saturday: 7:00 am – 2:00 am
- Sunday: 7:00 am – 10:00 pm

About the Vehicles:

- CAF Modern Streetcar Vehicles
- 4 vehicles will be acquired in total (#801, 802, 803, and 804).
- 78’ ft long and 12’ tall.

- Can accommodate up to 150 people.
- Each vehicle comes pre-finished with the adopted KCSA Vehicle design, paint scheme, and KC Streetcar logo.

Program Intent

Kansas City Streetcar Authority (KCSA) is a registered 501(c)(3) organization formed for the purpose of managing, operating and maintaining the KCSA streetcar once operational, and further supporting KCSA's branding, marketing, communications and community engagement.

As per the Draft KCSA Advertising Policy and Guidelines, it is the intent of the KCSA to create a non-public forum and sponsorship program designed to generate revenue to help fund operations, programming, and improvements for the KCSA Streetcar system.

All potential sponsors shall be subject to the review and approval of KCSA of which shall be exercised or withheld by KCSA within its sole discretion. In addition, the terms relating to sponsorship transactions shall be subject to any applicable KCSA policies, agreements, and regulations.

Sponsorship Program Details

KC Streetcar Authority conducted a detailed asset valuation report to assess the value of streetcar assets based on forecasted impressions from pedestrians, riders, drivers, and residents within the proximity of the streetcar route. The findings from the draft valuation report have been used in this solicitation to establish target related sponsorship values and goals. The program has been segregated into two separate and independent sections, #1 related to streetcar stop sponsorship opportunities, and #2 related to vehicle and/or system sponsorship opportunities.

I. **Streetcar Stop Sponsorship Program**

- Streetcar Stop sponsorships would require a minimum 3-year term, with a maximize term of 5 years.
- Sponsorship values will be proposed by prospective sponsors as part of this RFP process but annual estimated values and annual target values for each stop have been identified below for your information.

KC Streetcar Stop Sponsorship Annual Targets				
		Valuation Range		Annual
Stop	Streetcar Stop	Low	High	Target
1	Union Station	$25,000	$35,000	$30,000
2	Crossroads North	$20,000	$30,000	$25,000
3	Crossroads South	$20,000	$30,000	$25,000
4	Kauffman North	$20,000	$30,000	$25,000
5	Kauffman South	$20,000	$30,000	$25,000
6	Power & Light North	$25,000	$35,000	$30,000
7	Power & Light South	$25,000	$35,000	$30,000
8	Metro Center North	$25,000	$35,000	$30,000
9	Metro Center South	$25,000	$35,000	$20,000
10	Library North	$25,000	$35,000	$30,000
11	Library South	$25,000	$35,000	$30,000
12	North Loop - North	$15,000	$25,000	$15,000
13	North Loop - South	$15,000	$25,000	$15,000
14	City Market	$15,000	$25,000	$20,000
15	River Market North	$15,000	$25,000	$20,000
16	River Market West	$15,000	$25,000	$20,000
	Totals	***$330,000***	***$490,000***	***$390,000***

Streetcar Stop Sponsorship Package: Streetcar Stop Sponsorship Packages include the following:

A. *Sponsor Signage Exposure*

- Sponsor Name Designation will be included on fixed signage on the KC Streetcar Stops/Shelters and will be visible by resident transit passengers, automobile drivers and passengers, pedestrians, and cyclists, and visitors to local landmarks and seasonal events.

- Sponsor Name Designation will be included on digital route maps or located on the KC Streetcar website, www.kcstreetcar.org.

- Sponsor Name Designation will be included on sponsor listings and sponsor publications related to the Grand Opening Celebration.

B. *Sponsor Exposure in Additional Marketing Materials*

- Sponsor Name Designation will be included on future promotional materials, schedules, route maps and other publications produced by the KC Streetcar Authority.

C. *Online/Social Media Exposure*

- KC Streetcar Stop Sponsor will receive specific recognition on the KC Streetcar website via the sponsorship page and emailed streetcar updates from KCSA.

- KC Streetcar Stop Sponsor will receive recognition and promotional support in KC Streetcar social media posts, including Facebook, Twitter and Instagram.

D. *Art Installations*

- Permanent Art: KC Streetcar Stops not yet receiving permanent public art installations may, at the discretion and cost to the sponsor, receive permanent art installations. Sponsor interested in supporting permanent art installations will be credited with this art installation.

- Dynamic Art Program: Stop Sponsors will have the ability to creatively leverage space within the shelter frame for presentation of short-term or season art and a portion of annual proceeds from the full program will be used by KCSA to fund an ongoing corridor-wide art program.

- <u>All</u> art installations are subject to the review and approval by KCSA prior to installation and KCSA reserves the right to remove station-stop art at any time for any reason.

II. **Streetcar Vehicle Sponsorship Program**

KCSA is in the very early stages of conceptualizing and evaluating the potential and market for streetcar vehicle sponsorship arrangements and seeks to use this open and competitive process to assess public interest and value from potential vehicle-related sponsorship arrangements. KCSA reserves the right to select anyone, no one, or a combination of proposers.

Unlike conventional advertising that is ever-changing, the formation of a sponsorship program related to KC Streetcar vehicles, if advanced by KCSA, would seek to identify and secure long-term,

strategic partners whom align with the adopted brand, vehicle design, and strategic function of the KC Streetcar system and its operation.

KCSA is providing significant flexibility for prospective sponsors to propose potential vehicle and or system sponsorships.

VEHICLE OR SYSTEM SPONSORSHIP

TERM:	Minimum term of 3 years, target term of 5-years.
ASSET:	1, 2, 3, or 4 vehicles, and/or the complete system
VALUE:	Sponsorship value will be proposed by prospective sponsor. For general reference the base annual vehicle sponsorship target was +$100k annually per professional valuation report (not including fixed cost associated with graphic design and/or installation).

Vehicle Sponsorship Package: Vehicle Sponsorship Packages include the following:

A. *Sponsor Signage Exposure*

- Sponsor Name Designation will be included on fixed signage on the KC Streetcar Vehicle (exterior and interior) and will be visible by resident transit passengers, automobile drivers and passengers, pedestrians, and cyclists, and visitors to local landmarks and seasonal events.

- Sponsor Name Designation will be included on sponsor listings and sponsor publications related to the Grand Opening Celebration.

B. *Sponsor Exposure in Additional Marketing Materials*

- Sponsor Name Designation will be included on future promotional materials, schedules, route maps and other publications produced by the KC Streetcar Authority.

C. *Online/Social Media Exposure*

- KC Streetcar Vehicle or System Sponsor will receive specific recognition on the KC Streetcar website via the sponsorship page and emailed streetcar updates from KCSA.

- KC Streetcar Vehicle or System Sponsor will receive recognition and promotional support in KC Streetcar social media posts, including Facebook, Twitter and Instagram.

<u>Submission Application</u>: To be considered as a Sponsor, please submit a proposal that outlines your desired terms. Please include the following information in your proposal.

1. Sponsoring Individual/Company/Organization Information
    i. Name
    ii. Address
    iii. Company/Organization Description (if applicable). Please include a description of your core business, the length of time in business, location of main office and any additional offices.

2. KC Streetcar Asset Identification
    i. Identification of specific KC Streetcar Stop and/or KC Streetcar asset proposed for sponsorship.

Streetcar Stop Location:

Stop	Streetcar Stop
1	Union Station
2	Crossroads North
3	Crossroads South
4	Kauffman North
5	Kauffman South
6	Power & Light North
7	Power & Light South
8	Metro Center North
9	Metro Center South
10	Library North
11	Library South
12	North Loop - North
13	North Loop - South
14	City Market
15	River Market North
16	River Market West

Streetcar Vehicle and/or System Sponsorship:

Long-term vehicle or system sponsorship

- 1, 2, 3, or 4 vehicles

3. Proposed Sponsorship Terms- For each asset listed under prior section please include specific proposed terms, as listed below.

i. Annual Proposal Fee (see target fee structure in section A)
ii. Term Length (minimum of 3 years for long-term sponsorship)
iii. Total Value (fee x term length)

4. Description of Intent and Interest
   i. Detailed statement of why KC Streetcar sponsorship is of interest and how your sponsorship will support and add value to the KC Streetcar brand, image, and position.
   ii. Description of desired sponsorship execution strategy, including the following:
      - Sample messaging
      - Description proposed execution strategy
      - Sample graphics if available

Submission Process, Deadline and Timeline

To be considered for this sponsorship opportunity, please submit the above information via e-mail to **Donna Mandelbaum, re: KC Streetcar Sponsorship, at dmandelbaum@kcstreetcar.org by January 29, 2015.** Proposals received after the deadline may not be considered during this initial round of evaluations. KCSA reserves the right to keep the solicitation open for future rounds of evaluations as needed. Questions can be directed to dmandelbaum@kcstreetcar.org or 816.627.2526.

Key Dates:

Issuance of RFP:	December 21, 2015
Deadline for Submissions:	**January 29, 2015**
KCSA Review:	February
KCSA Board Action:	Tentative - February 25, 2015
Target Execution Date:	Tentative - March 1, 2015

Evaluation Factors for Sponsorship

The factors used to evaluate proposing sponsors are tied to a 100-point evaluation process:

1. Conformance to KC Streetcar Draft Advertising Policy guidelines (see appendix) – **Prerequisite**
2. Value and fee (annual value per asset and total value per asset) - 30 Points
3. Company history - 20 Points
4. Alignment with KC Streetcar brand, intent, and position- 50 Points

Selection Process

Selection of sponsors will be selected at the sole judgment of the KCSA Board of Directors. KCSA will consider all parts of the proposal collectively, but will place an emphasis on evaluation factors outlined in the previous section.

The selection process may include an interview session. KCSA will select the respondent that in the sole judgment of the KCSA best satisfies the requirements in the RFP, best meets the expectations of the KCSA, and offers the best value to the KCSA. Selection may not be the proposal with the highest value. Respondents may not contest the selection of the KCSA for any reason. All decisions are final, no right of appeal, **KCSA reserves the right to pick anyone, no one, or combination of people.**

Selection does not guarantee a sponsorship contract. After selection, the contractor and KCSA will discuss and agree on final sponsorship parameters, contract amount and terms of the contract. If the contractor and KCSA fail to reach an agreement, KCSA is free to select from remaining available respondents, cancel the RFP, or issue an additional Request for Proposal.

APPENDIX

DRAFT

Kansas City Streetcar Authority (KCSA)

Sponsorship & Advertising Policy and Guidelines

Kansas City Streetcar Authority (KCSA) is a not-for-profit organization formed for the purpose of managing, operating and maintaining the KCSA streetcar once operational, and further supporting KCSA's branding, marketing, safety oversight, communication and community engagement.

KCSA will be offering the sale of sponsorship and advertising, as well as other marketing and promotional opportunities, as further outlined in the KCSA Sponsorship and Advertising Policy and Guidelines. KCSA's intent is to create a non-public forum and commercial sponsorship and advertising program designed to generate advertising revenue to help fund operations and improvements in the KCSA streetcar system.

All potential sponsors and advertisers, as well as the advertisers' proposed sponsorship and advertising to be published and/or presented, shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. In addition, the terms relating to such sponsorship and advertising transactions shall be subject to the applicable KCSA sponsorship and advertising order documents and agreements. All sponsorship and advertising will be subject to and must be in compliance with all laws including all Kansas City and Missouri laws and ordinances.

The below are KCSA's current Sponsorship and Advertising Policy and Guidelines, which can be amended, changed and/or modified in any way at any time without notice by KCSA within its sole discretion.

# # #

I. Prohibited Advertising Content. Advertising is prohibited on KCSA designated transit facilities, vehicles and streetcars, if it is from a prohibited advertiser and/or contains any of the following content:

   a. Issue Advertising. Advertisements expressing or advocating an opinion, position and/or viewpoint on matters of public debate about economic, political, religious, social, moral or non-commercial issues are prohibited.

   b. Prohibited Products, Services or Activities. Any advertising promoting and/or depicting the following products, services or activities or that use brand names, trademarks, slogans or other material that are identifiable or associated with such products, services or activities is prohibited on transit facilities, vehicles and streetcars.

      i. False or Misleading. Any material that is false, fraudulent, misleading, deceptive or unfair.

      ii. Illegal. Advertising that promotes or relates to an illegal product, service or activity.

      iii. Alcohol and Tobacco. Advertising featuring any alcohol, e-cigarettes, tobacco and tobacco related products, including, but not limited to, products that simulate and/or encourage the act of smoking any tobacco or nicotine product and chewing tobacco.

iv. Firearms or Weapons. Advertising of firearms, weapons, ammunition or explosives, including, but not limited to, the sale, rental, distribution or availability of firearms or firearms-related products.

v. Prescription Drugs. Advertising containing or focusing on the sale of prescription medications

vi. Violence. Advertising that promotes or displays images or language that presents depictions of or promotes (i) overly violent acts or practices, (ii) harm or violent acts or practices against humans or animals, (iii) graphic images of humans or animals, and human or animal body parts, or (iv) incites or provokes violence or an immediate breach of the peace, lawlessness or violent action. .

vii. Language. Advertising that contains vulgar, obscene, crude, profane or inappropriate language.

viii. Adult Content. Advertising that promotes or displays images featuring depictions of people in overly explicit or sexually suggestive positions or situations, adult entertainment services or sexually oriented businesses, adult films, and video games rated "M" or higher.

ix. Demeaning or Disparaging. Advertising that contains images, copy and/or concepts that denigrate, demean, disrespect or disparage any individual, group, organization or business, including, but not limited to KCSA.

x. Copyright, Trademark and Other Intellectual Property Rights. Content that infringes upon or violates the rights of any third party, including, but not limited to, copyright, trademark, privacy, publicity, or other personal or proprietary rights.

xi. Political. Advertisements promoting or opposing a political party or organization, or promoting or opposing the election of any candidate, group of candidates or party for any office.

xii. Harmful or Disruptive to the KCSA System. Any content or material that is objectionable under contemporary and evolving community standards as to be reasonably foreseeable that it may result in harm to, disruption of and/or interference with the KCSA system.

xiii. KCSA's Endorsement. Contains images, copy or concepts that represent, directly or indirectly, a tie-in, association, or endorsement by the KCSA of the advertiser or the advertiser's product or service, unless such tie-in, association and/or endorsement is officially approved in writing by KCSA.

xiv. Unsafe Transit Behavior. Advertising promoting any unsafe or reckless behavior or action with respect to streetcar related activity occurring in or around KCSA's streetcars and facilities.

II. Sponsorship and Advertising Review and Approval Process

a. A potential advertiser, as well as the advertiser's proposed sponsorship and advertising to be published and/or presented, shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. KCSA will outline the process

for any such advertiser and sponsorship and advertising submission, which shall include the manner and timing relating to such submission.

b. Any approval can be withdrawn at any time without notice and without reason, all within the sole discretion of KCSA.

c. In addition, the terms relating to any advertising transaction shall be subject to the applicable KCSA advertising order documents and agreements.

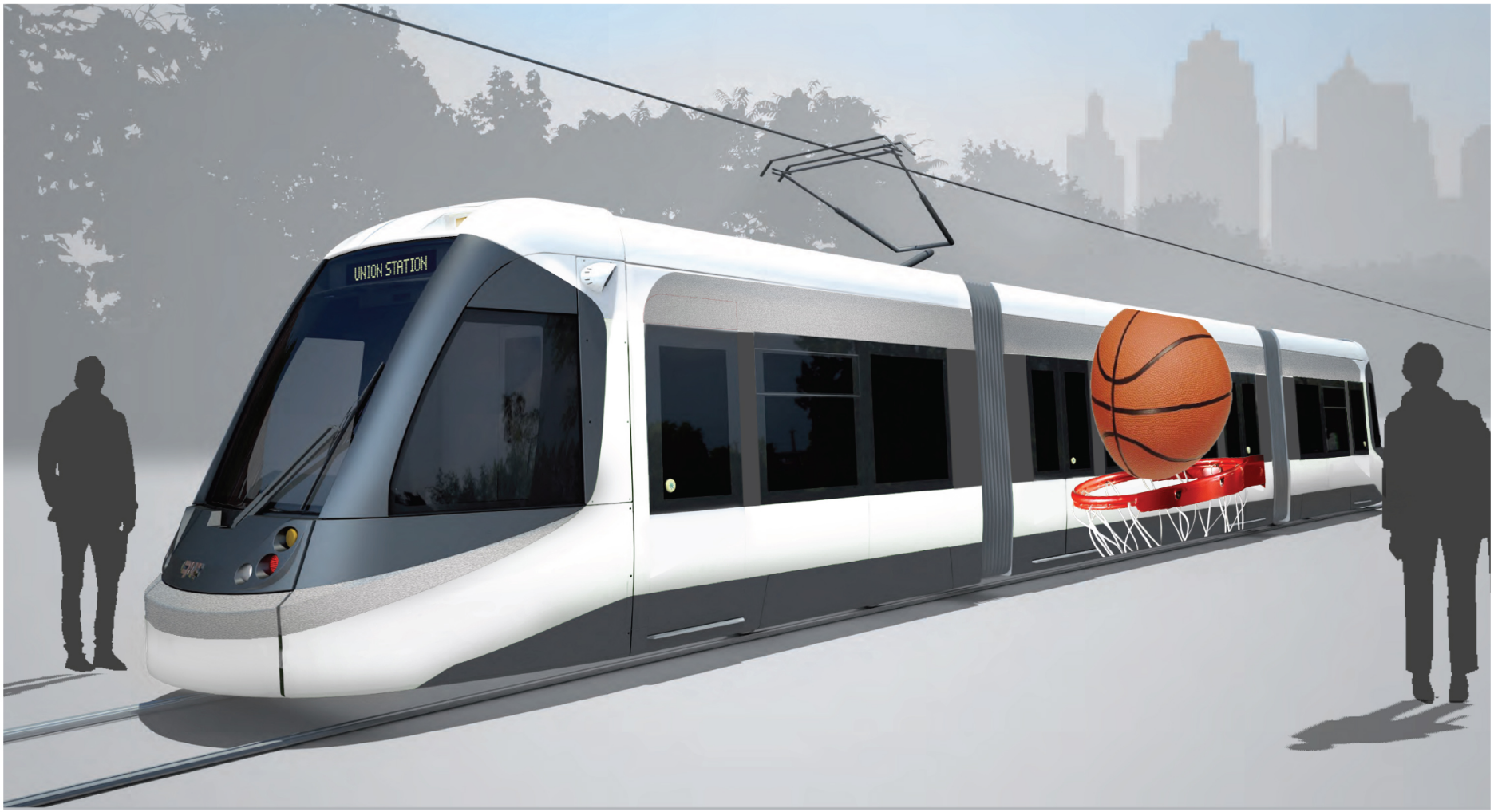
Streetcar to Union Station
Arriving in 5 min.
Library
RideKC

Metro Center

Power & Light
TO RIVER
MARKET

KITCHEN + BAR
B
R
G
R

RideKC STREETCAR
UNION STATION
RideKC STREETCAR


UNION STATION